
DATE: 03/31/93 SALES INFORMATION SYSTEM TIME: 09:50
SUBJECT: WAKEFERN FOOD CORPORATION SENDER: NICK KURUC 1240

TO: ALL DIVISION AND DISTRICT MANAGERS WITH SHOP RITE STORES

RE: SHOP RITE

DEAR MANAGERS:

WAKEFERN FOOD HAS REQUESTED THAT WE ASSIST SHOP RITE STORES IN CONVEYING THE
"ITS THE LAW" PROGRAM TO ITS CUSTOMERS.

PLEASE HAVE YOUR PEOPLE PLACE THE "ITS THE LAW" 3" X 12" SIGN (COMMODITY #
261538) IN THE FOLLOWING STORE AREAS IN ALL SHOP RITE STORES:

- > ON S/S CARTON FIXTURE (CANOPY)
- > ON S/S PACKAGE MERCHANDISERS (BEST LOCATION ON FIXTURE)
- > IN NSS STORES PLACE IN AREA DECIDED UPON BY STORE MANAGER.

IF YOU WILL REQUIRE ADDITIONAL SUPPLIES OF THIS SIGN, PLEASE CALL ME.

THANK YOU FOR YOUR VALUED ASSISTANCE WITH THIS REQUEST.

BEST REGARDS,
NICK
G. N. KURUC, JR.

GK
M-2
CC: APPLICABLE RSM'S

D.M. *[Signature]* 141/113
T&D *[Signature]* 145/113
S.R.M. *[Signature]* 111
S.A.M. *[Signature]* 141/12193

*** END OF MESSAGE ***

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